



## Create Signature Breakfast Items, by Giving “Anytimers” What They Want

True, most breakfast diners are traditionalists—eating the same thing every morning is a comfortable routine.

But “breakfast anytimers” make their choices at lunch, dinner and snack time the same way we all do: by what will satisfy now.

Basic American Foods identifies four of the biggest influencers that will shape your breakfast-all-day menu mix: built-in portability with sandwiches, ethnic flavors, the ever versatile egg and dietary considerations. Use these trends to develop your own “signature item” at breakfast or any other time of day!



### Trend #1: Ultimate Grab & Go

Not only are breakfast sandwiches tasty, they're easy to eat on the run. Nearly half of all orders (46%) of breakfast foods during non-morning meals include a breakfast sandwich, according to NPD data. The biggest driver? Convenience.

### Trend #2: Ethnic Is Big

Breakfast inspiration from a world of flavor possibilities. According to the National Restaurant Association's latest ranking of 214 menu items, ethnic-inspired items (e.g. chorizo scrambled eggs) are far and away the biggest breakfast food trend. Half of the 1,800 chefs surveyed also identified traditional ethnic breakfast items (e.g. huevos rancheros) as hot on menus in 2010.

### Trend #3: Incredible Eggs

Are eggs the new bacon? Drive breakfast-all-day sales with a popular, low-cost favorite. Restaurants & Institutions magazine asks, are eggs the new bacon in 2010? They've already transcended breakfast to top burgers and pizza and star in bar snacks and appetizers. Eggs pave the way for breakfast all day because customers already love the little devils.

### Trend #4: Breakfast Lite

Deliver “good for you” all day with full, satisfying flavor. Says Technomic, fast-food restaurants have improved in consumers' perception of healthy food offerings, including breakfast items. As more customers of all segments develop special dietary concerns—or simply make more food choices perceived as healthier—look for more demand for breakfast-all-day dishes that deliver on health with full, satisfying flavor.

With more than 50 recipes that shine at breakfast and every other daypart, Basic American Foods and Sysco can help you meet increasing customer demand for breakfast options all day. These ideas answer the leading trends driving menu options.

**For more information and recipe ideas [Click here](#) or contact your Sysco Marketing Associate.**